



RAK LEISURE

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MAYHEM DESERT HEAT, THE FIRST CROSSFIT EVENT HOSTED BY MAYHEM NATION IN THE UAE, TO LAUNCH IN RAS AL KHAIMAH THIS NOVEMBER



Ras Al Khaimah further enhances its world-class sporting events portfolio with Mayhem Desert Heat, a two-day festival hosted by Rich Froning Jr., four-time Fittest Man on Earth, and Mayhem Nation, the global CrossFit leader

Mayhem Desert Heat to take place 12 – 13 November 2021 and will welcome CrossFit pro and amateur athletes from around the world

Images can be found in this [link](#).

Ras Al Khaimah, United Arab Emirates, 8 August 2021: Ras Al Khaimah, the adventure capital of the Middle East renowned for its outdoor and sporting experiences, is delighted to announce the latest addition to its global sports roster - Mayhem Desert Heat - a two-day CrossFit festival that will take place this November at Grove Village and Corniche.

In line with Ras Al Khaimah's commitment to developing enhanced outdoor and adventure activities for its visitors, the nature-led Emirate is set to host the exhilarating event from 12 to 13 November 2021 with plans to follow annually thereafter. Organised by RAK Leisure, a division of RAK Hospitality Holding, and in partnership with the global leader in CrossFit, Mayhem Nation, Mayhem Desert Heat will be the first CrossFit Festival hosted by Mayhem Nation outside of the USA, building on the destination's impressive credentials in organising popular sporting events, and highlighting its spectacular natural outdoor setting that will delight and challenge the participants.

In its first edition, Mayhem Desert Heat is expected to attract up to 160 pro and amateur athletes, who will battle it out over two-days, while being cheered on by spectators, for a world-class experience. Hosted by five-year individual



CrossFit Games veteran Dan Bailey, participants will take part in a rigorous series of high intensity challenges based on body weight, gymnastics and free weights. Participation falls across two categories, the first consisting of 40 international elite athletes and the second of 80 amateur athletes (those able to complete the challenges with the prescribed weight and reps). Judged by a panel of 20 experts in the sporting field, participants will compete in heats throughout the day to reach the men's and women's final and win a cash prize purse of \$150K.

Mayhem Nation is the international brand behind Rich Froning Jr., four-time Fittest Man on Earth, and comprises of other recognised brands such as Mayhem Athlete, Mayhem Mindset and Mayhem apparel. Mayhem Desert Heat stems from the brand's mission to bring together athletes from around the world to embrace their wild side and play to win. In the first festival hosted by Mayhem Nation outside of the USA, top ranked athletes from across the world will compete in the prestigious event. These include one of Australia's leading CrossFit athletes, Khan Porter, the Fittest US Woman – Hayley Adams, CrossFit twins – Spencer and Saxon Panchik, the fifth Fittest Man on Earth 2020 – Jeff Adler, Russian CrossFit Champion – Roman Khrennikov, the 2021 National Champion of Switzerland – Adrian Mundwiler, and South American Regional Champion and Olympian – Sasha Nievas.

In the lead-up to the event and in between challenges, CrossFit legend Rich Froning Jr. will host a series of workshops and masterclasses that athletes can attend and learn skills and tips from the Fittest Man in History. Power Monkey Fitness, the leading gymnastics and weightlifting training brand, will also conduct their signature Monkey Method Weightlifting seminar and a Gymnastic Clinic with Olympians Dave Durante and Chad Vaughn across the two-day event. Visitors can also enjoy a dedicated kids' fitness area, live entertainment, participate in fitness challenges and refuel at an array of dining outlets throughout the festival.

Alison Grinnell, CEO of RAK Hospitality Holding, said: "We are hugely excited to host Mayhem Nation's first CrossFit festival outside of the USA, here in Ras Al Khaimah. This is another milestone in the Emirate's sporting culture and testament to our ability to stage exceptional global events that attract people from around the world. Our focus is on delivering innovative and exhilarating experiences to the highest standards across the full spectrum of adventure, athleticism, nature Jebel Jais attractions and eco-developments. Mayhem Desert Heat perfectly aligns with this strategy, and we cannot wait to welcome the CrossFit athletes and fitness enthusiasts to the inaugural festival this November -."

Rich Froning Jr., four-time Fittest Man on Earth and Owner of Mayhem Nation, said "We are proud to bring our first CrossFit festival to Ras Al Khaimah and join the Emirate's portfolio of world-class sporting and adventure experiences. Our aim is to unite elite athletes and enthusiasts from across the world to celebrate and shine a light on CrossFit's massive global growth over the past few years. The regional CrossFit community is ready for a challenge to push themselves even further, something that I have no doubt 'Mayhem Desert Heat' will do. The destination's rugged



and diverse landscape provides immense potential, and we are already looking forward to expanding and hosting the event on a larger scale each year.”

The Emirate’s roster of prestigious global sporting events also includes the world’s fastest half marathon that has been running for 14 editions, The Ras Al Khaimah Half Marathon, The Road to Ras Al Khaimah (final of the European Tour Challenge Tour), Tough Mudder, Ras Al Khaimah Terry Fox Run, Spartan Ras Al Khaimah Race, Desert Warrior Challenge, UAE Cycling Championship and the UAE Tour – all of which play a significant role in boosting sporting tourism in the Emirate. Multiple editions of Tough Mudder and Desert Warrior Challenge have also been hosted highlighting the growing popularity of the Emirate as a regional sports destination.

For the chance to compete amongst the greats and register for the online qualifier, interested athletes should go to [Mayhem Desert Heat](#) by September 13th 2021. Visit [Mayhem Desert Heat](#) and the [Instagram](#) platform for more information, as well as the Ras Al Khaimah Tourism Development Authority social platforms for more exciting outdoor activities across [Instagram](#), [YouTube](#) and [Facebook](#).

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About Ras Al Khaimah Tourism Development Authority (RAKTDA)

The Ras Al Khaimah Tourism Development Authority (RAKTDA) was established in May 2011 under the government of Ras Al Khaimah. RAKTDA aims to develop the Emirate’s tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Authority has a government mandate to license, regulate and monitor the Emirate’s tourism and hospitality industry.

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About RAK Leisure

RAK Leisure is a subsidiary of RAK Hospitality Holding (“RAKHH”).

Established in 2014 by the Government of Ras Al Khaimah, RAK Hospitality Holding LLC was formed with a mandate to consolidate and asset manage a diverse portfolio of hotels, hospitality,- and leisure assets in the emirate of Ras Al Khaimah. RAK Hospitality Holding manages companies that oversee the entire value chain -of hospitality & leisure. Its subsidiaries include, RAK National Hotels, which owns hotel assets ranging from upper midscale to luxurious - locations ranging from city to beach to desert; - Stirling Hospitality Advisors-,the asset management and development advisory arm, RAK Hospitality Logistics-, the provider of accommodation and logistics -and RAK Leisure; the - experiential arm of hospitality and leisure assets.



هيئة رأس الخيمة للسياحة
ras al khaimah tourism development authority



RAK LEISURE

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